

## **32. OBJECTIONS EASILY OVERCOME !**

***THIS SECTION IS DESIGNED TO HELP YOU  
BECOME  
PART OF THAT 20% OF THE DISPENSERS  
THAT SELL 80 % OF THE HEARING AIDS***

The difference between the "order taker" and the "successful dispenser" in our industry, is the difference between those that can successfully "demonstrate results" versus those consultants that try to "talk" their way into a sale.

*Usually when the order taker starts to lose traction with the prospect, they become "pushy" and the prospect walks out the front door. (Usually that prospect is never to be seen again.)*

***THE FOUR PARAMETERS IN THE SALE ARE:***

***GREED  
FEAR  
LOGIC  
EMOTION***

***LEARN HOW TO DETERMINE WHICH DEMONSTRATION  
APPEALS  
TO WHICH COMBINATION OF MOTIVATORS.***

We present different objections and answer them appropriately in this manuscript. Find out how you could change your presentation to enhance your closing sequence.

Many of the most common objections are presented and handled in this section. It is **IMPERATIVE** that you learn how to successfully handle those **DIFFICULT** objections.

**REMEMBER:** Objections are nothing more than a request for more information in the "stalling process."

**THIS MUST READ** section is a **WONDERFUL** way to improve your sales closing ability and credibility.

***LEARN TO BECOME PART OF THE 20%  
THAT SELL  
80% OF THE HEARING INSTRUMENTS SOLD  
IN THIS INDUSTRY !***

***IF YOU WISH TO IMPROVE YOUR SKILLS  
READ THIS MANUSCRIPT !***

***IF AFTER YOU READ, YOU HAVE QUESTIONS***

***PLEASE CONTACT US AT:  
[GARYHEAR@AOL.COM](mailto:GARYHEAR@AOL.COM)***

***OR***

***JUST CALL US AT:  
210 896 - 3030***

***WE ARE SO HAPPY TO HELP YOU DOMINATE YOUR MARKET  
AND BECOME A SUPER CONSULTANT !***